

## Abstract

Title: The Marketing plan of sport organization Elite Sport

Objectives: Create the right marketing plan already functioning organization Elite Sport. This plan will reflexy current situation and expected developments in the market. The main objective of organization is extend the range of trainings with maximum effective use of current resources.

Methods: The study of literature, preparation of SWOT analysis, study of websites and internal documents.

Results: Developed a marketing plan and suggested changes that will lead to the development of the organization.

Key words: marketing, marketing mix, planning, marketing strategy, servicee